



Layton Boulevard West Neighborhoods

Achieving neighborhood impact through asset-based community development

Agenda



- Overview of LBWN & Neighborhoods
- Transition to asset-based community development
 - Healthy Neighborhoods Approach
- Impact & Lessons Learned
- Q&A



Founding of LBWN



Founded by the School Sisters of Saint Francis in 1995 to *stabilize and revitalize the Silver City, Burnham Park and Layton Park neighborhoods.*



Layton Park



Key Neighborhood Statistics

- 66% Latino; 22% Caucasian; 5% African American; 4% Asian American
- 84% owner occupancy (single-family homes)
- 33% of neighbors under age 18
- 71.9% household earn at/below 80% County Median Income

Early Years: Deficit-Based



Turning Point: Healthy Neighborhoods

Definition of a Healthy Neighborhood

- A place where it makes economic and emotional sense for people to invest time, energy, and money, and
- A place where neighbors can successfully manage neighborhood-related day-to-day issues.



Healthy Neighborhood Outcome Areas

- **Image/Identity** – how your neighborhood is perceived
- **Market** – how the real estate market reflects confidence
- **Physical Conditions** – reflect pride and high standards
- **Neighborhood Management** – capacity to address day to day issues



Turning Point: Quality of Life Plan

Over 250 neighbors & stakeholders partnered with LBWN to develop a shared neighborhood vision. (lbwn.org/qualityoflife)



Lo que más me gusta
de Silver City es...
la Comunidad
Unida para mantener
un vecindario limpio.

Case Studies

- Grassroots Leadership Development
- Accelerating Home Purchase and Renovation



Grassroots Leadership Development

Focus: social engagement and community safety through block clubs and projects.



Home Purchase & Neighborhood Marketing

Focus: building homeownership demand by positioning neighborhood as one of choice.



Home Purchase: Turnkey Homes

Focus: restoring historic charm while upgrading homes for the 21st century.



Home Improvements

Focus: connecting homeowners with resources to revitalize historic housing.



Before

- 1,100 Homes Improved
- \$7.8 Million Invested



After

Home Improvements

Matching Grant Projects (2012-present)

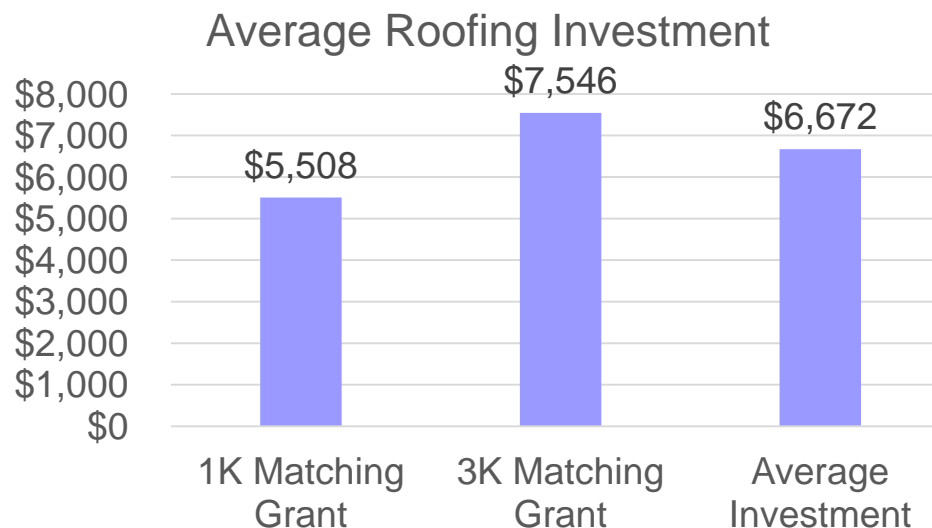
245 properties improved
Total investment of \$818,950
Owner investment of \$581,715
Grant investment of \$237,293
Nearly a 2.5:1 return on investment
About 27% investor owned

\$3,000 Roofing Matching Grant Projects (2015)

16 properties improved
Total investment of \$120,738
Owner investment of \$76,740
Grant investment of \$43,997
Nearly a 1.5:1 return on investment
About 43% investor owned

Neighbors have used both grants to complete roofing repairs...

- 17 neighbors applied for the 3K roofing grant, 16 completed projects
- 19 neighbors applied for the 1K matching grant, 12 completed project




zilber
family foundation

**WELLS
FARGO**

Impact

- **\$43.2 million** in neighborhood investment since 1995
 - \$7.8 million in home improvements
 - \$6.8 million in 77 home sales
 - \$9.2 million in business improvements
- **32** new businesses; **119** new jobs
- **15,000+** neighbors engaged in 259 events

Lessons Learned

- Asset-based vs. deficit-based
 - 94% of total investment occurred since 2005
- Listening to neighbors is paramount
- Neighborhood Marketing to drive investments
- Investment vs. charity
- Leverage opportunities to cluster impact

Thank You

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